



# OER Growers Autumn Season 2012

## YouTube

### YouTube and copyrights



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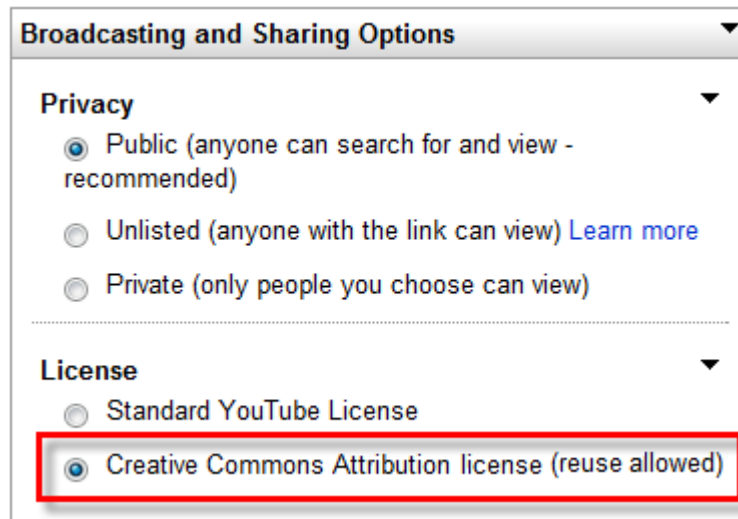
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# WHAT IS CREATIVE COMMONS

- ◉ Creative Commons licences provide a standard way for content creators to grant someone else permission to use their work.
- ◉ YouTube allows users to mark their videos with a Creative Commons CC BY licence.
- ◉ These videos are then accessible to YouTube users for use in their own videos via the YouTube Video Editor.
- ◉ You retain your copyright and other users get to reuse your work, subject to the terms of the licence.

# 1<sup>ST</sup> WAY TO MARK YOUR VIDEO AS CREATIVE COMMONS

Click the radio button next to "Creative Commons Attribution license (reuse allowed)" while uploading



The image shows a screenshot of the 'Broadcasting and Sharing Options' dialog box from YouTube. It is divided into two sections: 'Privacy' and 'License'. In the 'Privacy' section, the 'Public' option is selected. In the 'License' section, the 'Creative Commons Attribution license (reuse allowed)' option is selected and highlighted with a red rectangular border. The 'Standard YouTube License' option is also visible but not selected.

**Broadcasting and Sharing Options**

**Privacy**

- ☒ Public (anyone can search for and view - recommended)
- ☐ Unlisted (anyone with the link can view) [Learn more](#)
- ☐ Private (only people you choose can view)

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**License**

- ☐ Standard YouTube License
- ☒ Creative Commons Attribution license (reuse allowed)

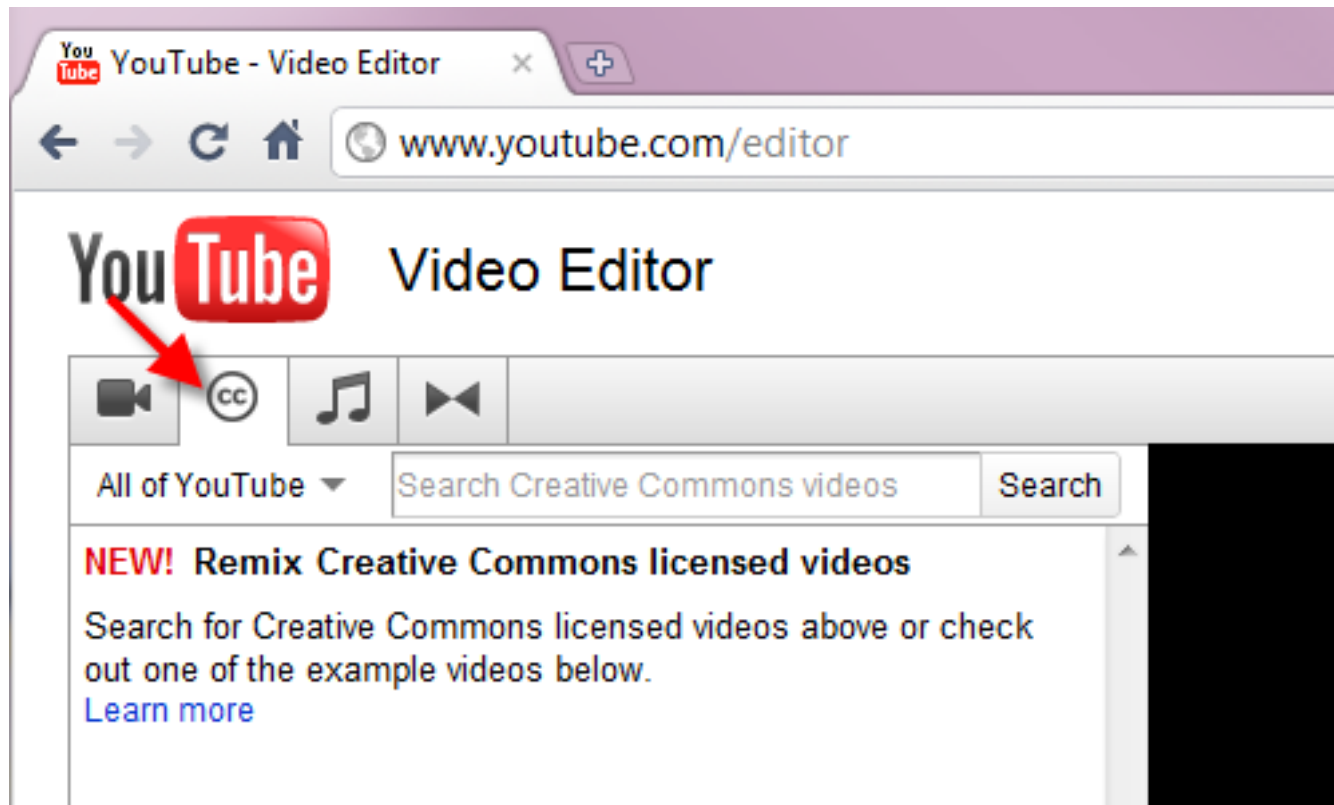
## 2<sup>ND</sup> WAY TO MARK YOUR VIDEO AS CREATIVE COMMONS

- ◉ Go to *My Videos*, select **edit** next to the video that you wish to include in Creative Commons.
- ◉ Scroll down until you reach **Licence** under **Broadcasting and Sharing Options**.
- ◉ Click the radio button next to "**Creative Commons Attribution Licence (reuse allowed)**".

# HOW TO USE A CREATIVE COMMONS VIDEO?

- ◉ Enter the **YouTube Video Editor** (accessible by clicking your **username** in the top right-hand corner of any page, selecting **My Videos** from the drop-down menu and selecting **Video Editor** from the options on top).
- ◉ Click the **CC** tab located under the YouTube logo.
- ◉ Either enter the **URL** of the video you wish to use in the search bar or enter **keywords** to search through Creative Commons.
- ◉ Click the "+" sign in the top right-hand corner of the clip that you want, to add it to your video for editing.

# HOW TO USE A CREATIVE COMMONS VIDEO?



# THINGS YOU SHOULD KNOW

- ◉ The ability to mark uploaded videos with a Creative Commons licence is only available to users whose account is in good standing.
- ◉ The Standard YouTube Licence remains the default setting for all uploads.
- ◉ By marking your original video with a Creative Commons licence, you are granting the entire YouTube community the right to reuse and edit that video.